

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Community Resources Development by Means of Fostering Sustainable Communities

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	40%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	30%			
805	Community Institutions, Health, and Social Services	30%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	31.0	0.0	0.0	0.0
Actual	31.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
1304154	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
652077	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Community assemblies and meetings to establish rapport and delineate needs and aspirations.
- Conference/training in areas of social investment, marketing, market study and analysis, self-employment opportunities identification, and community-based business.
- Participative Action Research strategies such as "reading the streets", participant observation, ethnographies, life histories, focal groups, informal interviews, and reflexive diaries.
- Use of "tool box" material to empower community participants to take advantage of economic initiatives.
- Establishment of strategic alliances with government agencies, non-governmental organizations and community institutions to collaborate in the promotion of community-based economic initiatives.
- Workshops and meetings
- Establish community coalitions with volunteer organizations, community services organizations, institutions, and other agencies
- Seminars with community services institutions that offer assistance in case of disaster or emergency, including volunteer organizations, non-profit groups and government agencies.
- Educational community campaigns

2. Brief description of the target audience

Community participants (i.e., individuals and families), community leaders, extension professionals, and other professionals.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	750	2500	0	0
Actual	1093	418	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	1	0	
Actual	2	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of persons trained in community-based business.

Year	Target	Actual
2010	100	187

Output #2

Output Measure

- Number of leaders trained on community organization and empowerment (at least four workshops).

Year	Target	Actual
2010	150	212

Output #3

Output Measure

- Number of leaders trained on emergency and disaster situations (at least four workshops).

Year	Target	Actual
2010	150	502

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of persons applying the recommended practices in the process of developing a community-based business.
2	Number of community-based businesses established.
3	Number of community projects established to benefit the community.
4	Number of leaders participating actively in the design and implementation of community projects.
5	Number of communities that developed an emergency and safety plan.

Outcome #1

1. Outcome Measures

Number of persons applying the recommended practices in the process of developing a community-based business.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	20	141

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The collapse of the Puerto Rican economy with an annual economic growth of -6% (concurrently with the implantation of Law 7 by the Government of Puerto Rico, which led 30,000 plus layoffs of government employees) has led to over 100,000 additional people to the unemployment rolls in the past two years. Portending this calamity, Puerto Rico's CRD has been working hard in developing community entrepreneurs who will create and expand local markets. Once again the Orocovis municipality set the pace with the expansion of the entrepreneurial activity started last year. The coastal town of Cataño, where the youth are challenged with a lack of work opportunities, a 4H Club has been working hard in getting both artisanship and entrepreneurial training.

What has been done

Two new farmers' festivals were organized in Orocovis with the assistance of our local agricultural agent and home economist, providing resources and entrepreneurial experience for the development of local farmers' markets. The ecologist 4-H Group "Verdes de Corazón" (Green from the Heart) at Cataño created a ceramic collage artisanship economic venture that has skyrocketed right from the beginning. First they developed a business plan and then they incorporated their business.

Results

During the past two years we had over 350 new community leaders and individual members of communities exploring entrepreneurial initiatives and putting in place entrepreneurial skills, such as: human resources analyses, viability studies, evaluation of the competition, marketing and permits, and incorporation compliance requirements. Economic ventures and business proposals are flourishing throughout all the Agricultural Extension Service regions thanks to the CRD's "Community's Entrepreneurial Toolbox".

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of community-based businesses established.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Puerto Rico Agricultural Extension Service (PRAES) has historically offered training opportunities in agriculture, and family sciences related activities that can empower stakeholders to create self-employment opportunities. With the "Community Entrepreneurial Toolbox" community and family based micro-businesses have been created and new economic oriented initiatives are emerging. Workers displaced by Law 7 are benefiting from PRAES' marketable skills and entrepreneurship training.

What has been done

Stakeholders are being widely trained on the "Community Entrepreneurial Toolbox" workshop series together with other marketable skills such as artisanship, craftsmanship, tailoring, children and elderly services, agricultural, and other related skills. This has led to an increase in the creation of community and family based micro-businesses and economic oriented initiatives.

Results

Fifteen (15) community based businesses were established. The ceramic collage artisanship venture of the Cataño 4-H group "Verdes de Corazón" is the most outstanding example of business creation and consolidation. Through the home economist's mentoring they participated in country and artisanship fairs, generating income that allowed them to establish a business. The Bacardi Corporation recently placed a \$10,000 order with "Verdes de Corazon" for a mural that will welcome international visitors to the Corporation's Head Quarters in San Juan. Another dozen enterprises ranging from baking and tailoring initiatives to farmers' markets and community

gardens have been established, creating steady income to 67 community members.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of community projects established to benefit the community.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	40	47

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In addition to the present economic crisis, Puerto Rico is confronting great pressure due to the profound ecological footprint and high levels of food imports. The CRD programmatic area has stressed the need to help organize communities to become more sustainable by promoting the development of community gardens, recycling, water conservation, and habitat restoration projects.

What has been done

A project was established at La Plata lake to clean and restore the basin and help preserve the critical habitat under the care of the U.S. Fish and Wildlife Service. Community garden projects were established, among other local food production and conservation projects, in the towns of Hormigueros, Orocovis, Isabela, Las Piedras, San Germán, and Yabucoa.

Results

The above mentioned communities established demonstrative local food production projects that will serve as train-the-trainers facilities and provide mentorship to new communities. Forty-seven (47) projects were established to benefit these communities.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
805 Community Institutions, Health, and Social Services

Outcome #4

1. Outcome Measures

Number of leaders participating actively in the design and implementation of community projects.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	200	678

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The current economic crisis and government displacement of workers have led to an interesting addition to the characteristics of community leaders and volunteers. An influx of displaced and early retired workers to the AES offices, either seeking to spend their spare time in productive activities or to increase their job marketability through added productive and human capital skills. The crisis has provided Puerto Rico AES with human capital and talent that are making the difference in community development and organization.

What has been done

In the towns of Maunabo, San Germán, Las Piedras, San Lorenzo, Yabucoa, Caguas, Ponce, Toa Alta and Yauco, either retired or displaced workers have joined hands with AES field personnel to develop new farmers' development projects, as well as community organization and development projects that vary from conservation initiatives to health promotion and economic development ventures.

Results

The above mentioned communities have revitalized their leadership and volunteer crew with experienced, disciplined and productive human capital, with 678 leaders participating actively in the design and implementation of community projects.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
803 Sociological and Technological Change Affecting Individuals, Families, and

Communities

Outcome #5

1. Outcome Measures

Number of communities that developed an emergency and safety plan.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Being increasingly susceptible to both man spawned (like the recent explosion of the obsolete Gulf Oil Refinery tanks in Cataño) and natural disasters (Puerto Rico is in the Caribbean Ring of Fire, thus prone to telluric movements and in the Caribbean hurricane alley), Puerto Rico urgently needs to prepare its population to deal with and manage emergencies.

What has been done

Intensive training of field personnel began with the development of the Emergency Management workshop series by the CRD specialist Angélica Martínez and the certification of over a dozen communities leaders and volunteers as emergency plan managers.

Results

Fifteen new communities now count with emergency and safety plans and 131 community members who will serve as mentors to other communities in their municipalities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Competing Public priorities

Brief Explanation

The establishment of government layoff law known as law 7, and the current economic crisis have forced over 100,000 plus workers to the unemployment rolls. This has provided the AES in Puerto Rico with both new challenges and new human resources.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Case Study

Evaluation Results

Key Items of Evaluation